CWM Sailing Meeting

1/22/10

In attendance: Steve, Susan, Quentin, Dana, Shannon, Mary Anne, Mike, Sarah, Bill, Matthew, Dana and Nat

Bill Parent is still missing budgets from Steve, Susan and Mike. Please submit ASAP.

Bill met with Caroleen and Marcy- the new accounting software is project friendly and will make it easier to manage the project.

Nat and Mer met with Trish LaPointe about a logo

Nat authorized her to submit two estimates for doing a style guide and creating a logo.

Keep Bill in the loop about costs and payments, the money will come out of Nat’s budget

John Rios is eager to get logo and style guide so they can create product

We need a distinctive mark for the Campaign for the 38th Voyage, but the rest of the project will need something else that stays in the same design.

A style guide will send a consistent message and save thinking time for everyone involved in the design.

It will complement MS logo.

Nat and Mer will bring it to the group before going much further.

In the meantime, Sarah will use just the MS logo on her education poster going to print mid Feb.

The old medallion is now retired and should not be used anymore.

Nat and Mer will create a list of realistic items for products

We should all be mindful to continue to look for / ask for pro-bono work.

There is a need on the campaign side for naming opportunities, ie planks, knees and futtocks

These are for recognition, not actual plaques on board.

There could be a big plaque on Chubbs wharf recognizing all of the sponsors.

The trustees indicated that they would rather have naming opportunities than recognition pieces.

Mer talked to Stan Lucien the pen guy who does stuff for Constitution.

He also makes gavels, flag boxes, etc.

Mer will send around his website.

It takes a piece of wood 6” x ¾” x ¾:” to make a pen and they retail for $50-100.

We need to determine if EN or us will be the licensee for the pen stuff.

All Staff meeting will be packed, so we should consider a special All Staff meeting to inform the staff about the CWM project.

Ed dept should be responsible for “educating” the staff

Nat and Sarah will meet about the Chicago letters and get one done by the end of Feb.

We should get them all recorded by the authors or by another “dignitary” (Quentin, Matthew, etc)

The recordings can go up as a podcast/blog/Restoration DVD

Dana talked to Bailey Prior. Steve wants to talk to him.

Steve met with Peter Coan (National Geographic film editor) and his friend Dilworth (NG writer)

It wasn’t a very positive meeting. They didn’t jump on it and said that we need to make other people think it is a cool project and may need to put together our own video.

Get Brian Dennehy, Meryl Streep, Nat Philbrick, Bill Fowler, William Hurt etc all talking about the project like the Spark video.

If we can get Ric Burns to make a sequel for us and get us in with WGBH, that would help.

We should do some stuff with Bailey Prior in advance of this. He is developing a good reputation and wants to do stuff to help us out.

We should get a fleet together to accompany CWM on the voyage.

Grayling, Little Vigilant, CCA, NYYC, CG Auxillary, Yacht Clubs who buy shares, etc.

ASTA is holding their regional conference here March 12 and the Society for Professional Sailing Ship Masters is meeting here on March 11. Many in the room will be those who might apply to be captain for the voyage and most are on our Marine Ops Advisory Committee. We need to get letters out to the Advisory Committee folks and ask them all.

Dana will call George White about his recommendations for captains (mostly former Eagle captains).

Perhaps we could endow the captain’s position.

Where will the ASTA Tall Ships Challenge be in 2013?

Mary South, the senior editor of Yachting Magazine was here and was taken with the place and the CWM project. Her brother was a marketing guy for Ralph Lauren.

The brother is looking to do some pro bono work. She will get him involved with us. Maybe we could get branded Ralph Lauren clothes out of the deal too.

She is coming back for a week in the spring.

The catch: She wants Yachting to have a fist viewing for a month on their website of anything we are going to give to other publications.

This would be difficult for us from a publicity standpoint.

Need to compare their distribution with WoodenBoat.

Yachting is trying to change their image from big white plastic boats to something more classic.

They are looking for web content, a monthly column… maybe they could cover the voyage part but not the restoration part.

Maybe Yachting advertisers could be sponsors…

Next Meeting is Feb 5 from 10-12. Marketing is the focus. We will also recap what we have done so far and build a master calendar.

Please send To Do list updates!!

Thanks!